

# Agenda

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Discovering North American Potential:  
Higher Education Charts a New Course



CONAHEC's 9<sup>th</sup> North American  
Higher Education Conference  
March 17-20, 2004  
Fiesta Americana Guadalajara  
Guadalajara, Jalisco, Mexico

## Co-convenors

**The 9th North American Higher Education Conference is organized by the Consortium for North American Higher Education Collaboration and co-convened by:**

- American Association of Community Colleges (AACC)
- American Council on Education (ACE)
- Asociación Nacional de Universidades e Instituciones de Educación Superior (ANUIES)
- Association of Canadian Community Colleges (ACCC)
- Association of Universities and Colleges of Canada (AUCC)

## Host Institution

The Consortium for North American Higher Education Collaboration (CONAHEC) extends **a special thanks to the University of Guadalajara and Rector José Trinidad Padilla-López** for their support and sponsorship of the 2004 North American Higher Education Conference.

## Co-hosts

CONAHEC also expresses its appreciation to our members:

- Universidad Autónoma de Guadalajara
  - ITESM Campus Guadalajara
  - Universidad del Valle de Atemajac
- and, the Universidad Tecnológica de Jalisco.

## Sponsoring Agencies

CONAHEC sincerely thanks its sponsoring agencies for their generous support of our conference:

- The Canadian Embassy in Mexico
- The United States Embassy in Mexico
- The Department of Education of the State of Jalisco
- The Mayor's Office of Zapopan, Jalisco
- The Ford Foundation
- University of Arizona
- Western Interstate Commission for Higher Education (WICHE)

As well as our corporate sponsors:

- iCarnegie, Inc.
- Tequila Cuervo and Mundo Cuervo
- TELMEX

## ANUIES and SONA

CONAHEC is pleased to hold its meeting in conjunction with the ANUIES meeting for Mexico's Directors of International Education, which will be held at the Office of Academic Cooperation at the Universidad de Guadalajara on Wednesday, March 17th. We are also pleased that the students from the Student Organization of North America (SONA) will be joining us for their fourth meeting.

## Interpretation



Conference business will be conducted in Spanish, French and English. Simultaneous interpretation will be provided in sessions as noted, **thanks to the generosity of the United States and Canadian embassies in Mexico.** To obtain an interpretation headset, participants must leave a proper ID (driver's license, passport, credit card, etc.) as collateral. IDs will be kept in a secure location. Participants will be charged \$150 USD for each lost headset, so please keep track of your device!

## Tuesday, March 16

4:00 – 8:00 p.m.

**CONAHEC and SONA Registration**

Bugambilia

## Wednesday, March 17

7:00 a.m. – 6:00 p.m.

**CONAHEC and SONA Registration**

Bugambilia

8:30 a.m. - 3:00 p.m.

**CONAHEC Board of Directors Meeting** Centro de Negocios, Sala de Juntas 5

(Closed meeting)

7:15 a.m. - 6:00 p.m.

**SONA Meetings**

ITESM, Campus Guadalajara

8:45 a.m. – 4:00 p.m.

**Excursions to the Historic Center and Tequila** Fiesta Americana Lobby

Two optional excursions will lead participants to Guadalajara's Historic Center and the town of Tequila, Jalisco on Wednesday and Saturday. Both tours will depart at 9:00 a.m. from the hotel lobby and will return at 4:00 p.m. The price of the tour includes transportation and a tour guide; participants are responsible for their own lunches. We strongly encourage you to take full advantage of this informal meeting format to connect with new partners for your institutional projects! **To participate in these activities, you must register in advance. Please see the full descriptions listed under Saturday, March 20th.**

10:00 a.m - 3:00 p.m.

**Networking Tours to Local Institutions**

Fiesta Americana Lobby

Participants who signed up in advance will have the opportunity to visit one of the many fine colleges and universities located in Guadalajara. We are offering tours to the following institutions:

- Universidad de Guadalajara
- Universidad Autónoma de Guadalajara
- Universidad del Valle de Atemajac
- ITESM-Campus Guadalajara
- Universidad Tecnológica de Jalisco.

6:45 p.m.

**Transportation to Welcome Reception**

Fiesta Americana Lobby

Shuttle busses will depart from the main entrance of the Fiesta Americana to escort participants to the Museo de las Artes for the welcoming reception.

7:00 - 9:00 p.m.

**Welcome Reception**

Museo de las Artes, Universidad de Guadalajara

The Universidad de Guadalajara and other Mexican members of CONAHEC welcome their North American colleagues to Mexico and to Guadalajara for CONAHEC's 2004 conference. The reception will be held at the Museo de las Artes, which is located at the historical building that houses the president's office of the Universidad de Guadalajara. This museum holds two of the greatest murals painted by Mexico's celebrated artist, José Clemente Orozco.

Hors d'oeuvres and refreshments will be provided. Participants are invited to proceed to dinner on their own or in groups, if they wish, after the reception.

Museo de las Artes  
Universidad de Guadalajara, Rectoria  
Av. Juárez No. 975, Zona Centro  
Guadalajara, Jalisco 44100  
[http://mexplaza.com.mx/Centro/Artes\\_Museo/](http://mexplaza.com.mx/Centro/Artes_Museo/)

# Thursday, March 18

7:00 a.m. - 6:00 p.m.

7:30 - 9:00 a.m.

Open all day

9:00 - 9:30 a.m.

9:30 - 10:15 a.m.

10:15 - 10:45 a.m.

## CONAHEC and SONA Registration

Bugambilia

## Student Exchange Coordinators Breakfast (by invitation only) Azalea

Representatives of institutions participating in CONAHEC Student Exchange Program will meet to discuss the day-to-day advising issues or concerns and the student exchange information system used to process online applications. This is an opportunity for representatives to share their opinions, comments, and experiences, and to suggest ideas and enhancements for the future.  
*Please note that this breakfast is by invitation only.*

FACILITATOR: Christine Erkman, Program Coordinator of CONAHEC's Student Exchange Program

## Networking and Meeting Suite Gardenia

Open all day for small, informal meetings and networking.

## Official Opening and Welcome Las Flores

- José Trinidad Padilla-López, Rector, Universidad de Guadalajara, MEXICO
- Reyes Tamez-Guerra, Minister of Education, Secretaría de Educación Pública, MEXICO
- Ambassador Gaëtan Lavertu, Canadian Ambassador to Mexico, CANADA
- Sandra Salmon, Consulado General, Consulado de los Estados-Unidos en Guadalajara, EUA
- Francisco Ramirez-Acuña, Governor of Jalisco, MEXICO
- Eugenio Cetina-Vadillo, Director General of Higher Education, Secretaría de Educación Pública, MEXICO
- Luis Guillermo Martínez-Mora, Secretary of Education of the State of Jalisco, MEXICO
- Emilio González-Márquez, Mayor of Guadalajara, MEXICO
- Arturo Zamora, Mayor of Zapopan, MEXICO
- Jorge Luis Ibarra-Mendivil, Secretary General, ANUIES, MEXICO
- Madeleine Green, Vice President, American Council on Education, USA
- Nadia Faucher, International Relations Officer, Association of Universities and Colleges of Canada, CANADA
- Salvador Malo, President of the Board, CONAHEC, MEXICO
- Antonio Leaño-Alvarez del Castillo, President Universidad Autónoma de Guadalajara, MEXICO
- Sergio Martínez-Flores, President, ITESM-Campus Guadalajara, MEXICO
- Sergio Barrera-Elizondo, President, Universidad Tecnológica de Jalisco, MEXICO
- Santiago Méndez-Bravo, President, Universidad del Valle de Atemajac, MEXICO

## KEYNOTE ADDRESS Las Flores

Salvador Malo, President of the Board, CONAHEC, MEXICO

## Refreshment Break Foyer Las Flores

10:45 a.m. – 12:15 p.m.

#### KEYNOTE PANEL

#### **"Discovering North American Potential: Charting a New Course"**



Las Flores (Dalia/Lila)

- Ambassador Gaëtan Lavertu, Canadian Ambassador to Mexico, CANADA
  - David Longanecker, Executive Director, Western Interstate Commission for Higher Education, USA
  - Juan Carlos Romero-Hicks, Governor of the State of Guanajuato, MEXICO
- MODERATOR: Jorge Luis Ibarra-Mendívil, Secretary General, ANUIES, MEXICO

12:15 – 1:30 p.m.

#### **CONCURRENT SESSIONS I**

#### **SESSION A: FUNDING**



Tulipán

MODERATOR: Daniel Guay, Associate Director, International Office, Université Laval, CANADA

- **"The Program for North American Mobility in Higher Education: Ingredients for a Successful Consortium"**

This presentation will deal with the "nuts and bolts" of applying for a grant in the Program for North American Mobility in Higher Education, as well as strategies for working together as a consortium after your grant application has been funded. Panelists will discuss steps required to establish partnerships and consortia from the perspectives of U.S., Canadian, and Mexican colleges and universities. The presenters will discuss how to make the right inter- and intra-institutional contacts; strategies for ensuring that language and cultural issues are addressed; and how to present an innovative approach to a trilateral curricular project. They will address the steps involved in developing memoranda of understanding, including issues related to credit recognition, tuition waivers, housing, and visa requirements.

12:15 – 1:30 p.m.

#### **SESSION B: COMPETENCIES**

Margarita

MODERATOR: Eduardo Aponte, Professor, School of Education, Puerto Rico Council on Higher Education, University of Puerto Rico-Rio Piedras

- **"Higher Education Institutions' Roles in Preparing Graduates for the Changing Labor Market"**

PRESENTER: José N. Barragán-Codina, Coordinator of Doctoral Programs, School of Business and Accounting, Universidad Autónoma de Nuevo León (UANL)

The dramatic increase in the flow of goods and services has created a trade off in the job market. While some businesses flourish, others are closing their doors. This phenomenon is causing a shift in the types of jobs available in the North American labor market. To keep their students marketable in the changing economy, higher education institutions need to develop better mechanisms to monitor those trends and make their academic programs more responsive to the needs of the labor market. The presenter will discuss higher education planning strategies for colleges and universities to consider as they struggle to prepare students who are qualified to work in this dynamic market. He will also present some methodological tools and results of periodic surveys that UANL uses to monitor market trends in the highly industrialized Monterrey economy, which is a major player in the North American market.

- **"Developing Trinational Competency in North American Business Management: CAMEXUS"**

PRESENTERS: Brahim Meddeb, Professor, Université du Québec à Chicoutimi; Teresa Cisneros-Donohue, Director, IBEMP, San Diego State University; Marianna Berrelleza-Carrillo, Professor, Universidad Autónoma de Baja California; and Steven J. Loughrin-Sacco, Chair, International Business Program, San Diego State University

Presenters will discuss CAMEXUS, a trinational, North American triple degree program in international management. Aware of the need to develop a labor force qualified to work in a knowledge-based economy and capable of meeting globalization's challenges, the authors will analyze the competencies required to manage a business in North America; the core aspects of the collaborative program; and, the challenges of launching the initiative.

- **"Entrepreneurship and Creativity among Mexican Graduate Students Abroad"**

PRESENTER: Maria del Carmen Domínguez Ríos, Professor and Researcher, Benemérita Universidad Autónoma de Puebla

The presenter will describe an integrated methodological approach in the preparation of higher education students that determines potential barriers to

their creativity and in their entrepreneurship skills. Those two factors are important predictors of success in graduate education abroad for students in the economic and business areas. The presenter will share strategies to increase creativity and change attitudes. She will also discuss the results of a study conducted among a group of Mexican graduates who later attended graduate programs in the U.S. or Canada. The size of the sample was 51 students from the areas of economics and business. Findings show that 90 percent of the students possessed a high level of creativity and entrepreneurship. Those two factors were enhanced when they studied abroad.

12:15 – 1:30 p.m.

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### **SESSION C: STUDENT HEALTH AND SAFETY**

Azalea

MODERATOR: Elias Frieg, Director General of Cooperation, ANUIES

- **“Study Abroad Health and Safety Issues for Staff, Faculty, Students and Parents in North American Mobility”**

PRESENTERS: Gary Rhodes, Director, Center for Global Education, Loyola Marymount University; Joan Landeros, Director, Center for Internacional Education, Universidad La Salle; and Laura Angelone, Business Development Manager, International SOS

Mexican, US, and Canadian colleges and universities must take health and safety issues seriously as they implement study abroad programs. International tensions and health and safety issues have provided challenges in the growth of study abroad and exchange programs. This session will look at ways that colleges and universities, as well as emergency travel assistance companies have prepared to respond and have responded to health and safety crises around the world. Presenters will provide attendees with resources that they can use to assist students in responding to crises and emergencies abroad. The session will also include an opportunity for discussion with participants.

12:15 – 1:30 p.m.

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### **SESSION D: LEADERSHIP**

Jazmín

MODERATOR: Carlos Briseño-Torres, Secretario General, Universidad de Guadalajara

- **“Presidential Leadership in North American Higher Education”**

PRESENTERS: Fernando León-García, Chief Academic Officer, Apollo International; Jorge Rocha, Professor, CETYS Universidad; Celestino Fernandez, Professor of Sociology, University of Arizona; and Francisco Marmolejo, Executive Director, CONAHEC

Over the past decade, numerous initiatives have been launched to promote academic collaboration across North America. There is also a broader sense of awareness that higher education by definition must be at the same time globally focused and responsive to local needs. In general, an institution's level of participation in the global arena is affected by its leadership. This panel will present the results of an exploratory survey of college and university presidents, with particular emphasis on Mexico, that focuses on the general backgrounds of presidents, leadership styles, the challenges they face, and desirable attributes of successful presidents. It is anticipated that the survey will provide comparative data to supplement the periodic analysis conducted by the American Council on Education on U.S. presidents, and will encourage the professional development of emerging and senior leaders of colleges and universities with a global mindset in North America.

- **“Leadership and Preparation of Mexican and U.S. Educational Administrators”**

PRESENTERS: Charles L. Slater, Associate Professor, Program in Education, Texas State University; Linda Muñoz, Doctoral Student, Texas State University; Isaias Alvarez, Coordinator, Master's Program in Educational Administration and Development, Instituto Politécnico Nacional (IPN); Carlos Topete-Barrera, Professor, IPN; and Maribel del Carmen Casas-Haro, Doctoral Student, IPN

The Instituto Politécnico Nacional in Mexico City and Texas State University in San Marcos, Texas, have engaged in a partnership to improve programs in educational administration preparation for the last seven years. Presenters will share information on an exchange of professors that led to curriculum changes in the master's programs at each institution and present a synthesis of joint research on leadership.

MODERATOR: Kenoye Eke, Provost and Vice President of Academic and Student Affairs, Cheyney University of Pennsylvania

- **“Creating a Joint Graduate Program in the U.S.-Mexico Border Region”**

PRESENTER: Glen Sparrow, Professor Emeritus, San Diego State University

In response to the USAID’s TIES Partnership program, San Diego State University and Universidad Autónoma de Baja California developed a Joint Interdisciplinary master’s degree in transborder public administration and governance. This case study describes the creation of the degree that will educate a generation of border practitioners to address ways which governmental agencies can improve delivery of services to border communities and across international boundaries. The presenter will also discuss how such efforts can enhance the quality of life and promote sustainable development in the borderlands. Finally, he will describe and analyze the current program and encourage additional efforts in binational and trinational collaboration.

- **“Training of Immigrant Professionals as Teachers in the US”**

PRESENTER: Armando Vazquez-Ramos, Program Manager, California State University (CSU) Dominguez Hills

There are about two million immigrant professionals in the US that represent a massive “brain drain” from Mexico and Latin America. These are highly trained immigrants who entered the US in the 1990s with bachelor’s degrees (and higher) in all fields. Tragically, many languished in low-wage, unskilled jobs because they have been unable to reenter careers within their respective fields of study. This FIPSE-funded “Transition to Teaching for Immigrant Professionals Program” is an initiative at CSU Dominguez Hills designed to establish a replicable model for recruiting, preparing, and credentialing K-12 teachers by establishing an interactive National Registry for Immigrant Professionals and preparing them to teach in the public school system.

- **“The Global Seminar Distance-Education Platform”**

PRESENTERS: Brian Murphy, Professor, Department of Fisheries and Wildlife Sciences, Virginia Tech; José Luis Arreguin, Director of International Program, Universidad Autónoma de Guadalajara; Eduardo Sahagún-Godínez, Professor, Departamento de Ciencias Ambientales, Universidad Autónoma de Guadalajara; and H. Dean Sutphin, Associate Dean and Director of Academic Programs, College of Agriculture and Life Sciences, Virginia Tech

The Global Seminar provides a platform for an international community of learners to engage in dialogue about the various dimensions of sustainability and their interrelationships. This distance-learning project underscores the importance of global engagement and cooperation to avert and/or resolve global problems. The initiative is a model of international education collaboration that enables students, the future leaders and citizens of our global community, to engage in informed dialogue about urgent concerns. Faculty from the partner institutions serve as mentors and facilitators to the program and benefit from the access to a global network of institutions and expertise. Students and faculty use the Internet, email, satellite, videoconferencing and computer-based course management to interact and gain shared understanding of global challenges and change strategies. Global Seminar’s innovative model has received national awards and international recognition and could be replicated at institutions around the world.



All are welcome and encouraged to join.

*Hosted by the Universidad de Guadalajara.*

WELCOME BY: José Trinidad Padilla-Lopez, President, Universidad de Guadalajara



MODERATOR and CO-PRESENTER: Carlos Salazar-Silva, Rector, Universidad de Colima

- **“Credit Recognition and Credit Transfer: The UMAP/UCTS Model”**

PRESENTERS: Nadia Faucher, International Relations Officer, Association of Universities and Colleges of Canada (AUCC); and Carlos Salazar-Silva, Rector, Universidad de Colima

Among Canadian universities, there is increased interest in student mobility in the Asia-Pacific region. In this context, credit recognition and transfer issues are a key challenge. The Association of Universities and Colleges of Canada (AUCC) is the national Canadian contact for the University Mobility in the Asia and Pacific (UMAP) program, a multilateral forum designed to promote student mobility in the region – the United States and Mexico are also UMAP members. UMAP has developed the UMAP Credit Transfer Scheme (UCTS), a tool which is becoming an regional industry standard, much like the European Credit Transfer System (ECTS). This presentation is intended to raise awareness about UMAP and the UCTS and to engage in a dialogue about implications, challenges, lessons learned, and possible models with respect to credit transfer in the North American context.

- **“Facilitating Academic and Professional Mobility: A Case Study of World Education Services”**

PRESENTERS: Timothy Owen, Director, and Mariam Assefa, Executive Director, World Education Services

World Education Services (WES), an international nonprofit in Canada and the U.S., is North America’s largest international credential evaluation service; it evaluates the credentials of more than 55,000 people annually. The presentation will look at how WES has worked with academic institutions to support their overseas recruitment and admissions processes and has worked with professional licensing bodies and employers to assist them in understanding and recognizing the education that their applicants have earned abroad. Examples, taken from our work in both countries, will profile the challenges and opportunities in these relationships, including changing government policies related to immigration and foreign students, skilled labor shortages, validation of documents, diploma mills, partnerships with other organizations, and electronic data transfer.

MODERATOR: Catherine Vertesi, Dean of Business Programs, Capilano College

- **“Project AMIGOS: American Management Initiative for Global Operating Skills”**

PRESENTER: Teresa Cisneros-Donahue, Director, IBEMP, San Diego State University; and Miguel A. Montoya, Director of Internationalization, Tecnológico de Monterrey, Campus Guadalajara

The AMIGOS Project (American Management Initiative for Global Operating Skills) is a joint degree program in business management, run by San Diego State University (SDSU) and Monterrey Tech, Campus Guadalajara. The presenters will discuss the challenges in creating a US-Mexico joint degree program at the undergraduate level. Graduating students received a bachelor’s in business and a *licenciatura* in business administration. Students spent 18 months at the associate institution and had to fulfill the graduation requirements of both institutions.

- **“Agreements With Impact: The University of Alberta and ITESM-Campus Guadalajara”**

PRESENTER: Miguel A. Montoya, International Affairs Director, ITESM-Campus Guadalajara

With the goal of strengthening the sister-state relationship between Jalisco and Alberta, ITESM-Campus Guadalajara and the University of Alberta have signed numerous agreements since 1998 aimed at fostering undergraduate student exchanges; graduate and double-degree student exchanges; summer courses for ITESM undergraduate students and professors at Alberta; Spanish language and cultural training for faculty and alumni; and, doctoral programs for ITESM professors to study at the University of Alberta. Rather than just describing the specific characteristics of this particular agreement, the presenter will utilize it as a case in point to outline a set of principles on how to implement successful agreements, as well as the lessons learned.

MODERATOR: Olga Hernández-Limon, Secretary General, Universidad Autónoma de Tamaulipas

- **“Internet 2, the New Education ‘Visa’: A Tool to Foster Internationalization At Home”**

PRESENTER: Pascual Hernández, Director General of Public Relations, Universidad Autónoma de la Laguna

Internet 2, also known as “I2,” is an important educational and research tool that was designed originally as a way to allow users to share important amounts of data in a more efficient way. It can be effectively used to internationalize curriculum for students unable to participate in mobility programs. The presenter will review initiatives developed at Mexican institutions to offer academic programs and courses in partnership with universities and colleges abroad, including the US and Canada. He will also discuss the development of collaborative international academic networks. He will talk about the scope and limitations of the technology, as well as lessons learned. His presentation will include recommendations for the appropriate use of I2 as a tool for internationalization at home.

- **“A US-Mexican Cooperative Web Course in Mesoamerican Art”**

PRESENTERS: William L. Hommel, Professor, University of Central Oklahoma (UCO); and Dolores Dib-Alvarez, Professor, Universidad Popular Autónoma del Estado de Puebla (UPAEP)

Faculty members from the University of Central Oklahoma and UPAEP teamed up to teach a Web course in Mesoamerican art. Materials included images which were identified and discussed in both English and Spanish. Students participated in weekly discussions lead by the instructors in an Internet chatroom. During spring break, the UCO students and instructor traveled to Mexico to meet the UPAEP students and tour several archeological sites and the Museum of Anthropology in Mexico City. Course instructors will discuss the lessons they learned and their plans to improve the course when it is offered again in fall of 2004.

- **“Innovations in Curriculum Outsourcing: Bringing Leading IT Education to Global Higher Education Partners”**

PRESENTER: Philip Miller, Executive Vice President, iCarnegie, Inc., an educational affiliate of Carnegie Mellon University

Higher education providers worldwide are feeling the pressure to offer more flexible learning environments but at the same time offer high-quality curriculum that keeps pace with rapidly changing modern workforce requirements. Many educators have experimented with online/distance learning but may be frustrated by issues in retention, education quality, and program support. The presenter will discuss an alternative approach to curriculum outsourcing and delivery that was designed and used by iCarnegie. It leverages three core strengths: subject matter expertise; the curriculum provider’s use of online learning plus faculty mentoring; and a traditional classroom setting. iCarnegie applies this model to delivering world-class software development curriculum to higher education partners in 16 countries, including several institutions in Mexico. Attendees will leave with new perspectives on how combining distance learning and curriculum partnerships can provide students with access to best-available education.

MODERATOR: Jaime Gutierrez, Assistant Vice President, Community Relations, University of Arizona

- **“Model for Bi-national Health Intervention and Education”**

PRESENTER: Elena Bastida, Director of the Center on Aging and Health, University of Texas Pan American

The presenter will describe the Department of Nutrition at the Universidad Autónoma de Nuevo León and the Center on Aging and Health at UT Pan American’s health intervention and education program. Having worked across linguistic and bureaucratic challenges, they will share strategies for success including: how to deliver health education messages that are meaningful across the two countries and cultures; how to work with the business community in obtaining long-term cost reductions for travel and related expenses; and even how to prepare expense reimbursement forms across institutions. This program has been funded by CONAHEC as a part of its Border PACT initiative.

- **“The Interdisciplinary Initiative for Health (IIH): Can International Education Foster a Comprehensive and Pluralistic Understanding of Human Development and Potential?”**

PRESENTERS: Nilesh Chatterjee, Assistant Professor, Department of Health and Kinesiology, Texas A&M University; and Ana Agüera, General Manager, Texas A&M University Mexico City Center

Texas A&M University has created the Interdisciplinary Initiative for Health (IIH), a unique platform consisting of multisector partnerships from Mexican and US universities and agencies in the areas of education, health, social, and development sciences. IIH has fostered dialogues on social, cultural, political and economic determinants of health and human development and interdisciplinary education. Presenters will discuss how this collaborative model can help policymakers assure healthy conditions for populations and enable individuals from very different societies in North America to reach their full potential. At the same time, presenters will show how this model fosters cross-border and cross-sector collaboration among colleges and universities in the North American region.

- **“The Transborder Collaboration to Strengthen the Public Health Infrastructure and Increase the Health and Competitiveness of Sonora's Workforce”**

PRESENTERS: Catalina A. Denman, President, El Colegio de Sonora; and Elsa Cornejo, Research Assistant, El Colegio de Sonora

The Mel and Enid Zuckerman Arizona College of Public Health (MEZACOPH) and El Colegio de Sonora (COLSON) are working collaboratively to address the complex economic, social, educational, and development issues facing the public health work forces in the border regions of Arizona and Sonora. Their transborder collaboration will address: increasing health technology and professional health education in Mexico; creating higher level jobs; and, increasing the health and competitiveness of the workforce. This collaboration will build the capacity of both institutions to conduct training, research, and community service to strengthen the public health infrastructure in the region, including the creation of a master's in public health (MPH) at COLSON. Activities will include faculty exchanges, graduate training for six Mexican nationals to obtain their MPH from the MEZACOPH, and short-term training courses offered in Mexico. The presenters will describe the process of identifying public health education needs in the region, establishing course and program equivalencies, and strengthening collaborative ties among the participating institutions.

3:00 – 4:15 p.m.

**SESSION K: ROUND TABLE ON STUDENT VISAS**

Magnolia

- **“Student Visas in North America: Myths and Realities”**

MODERATOR: Martín Pantoja, President of AMPEI, MEXICO

SPEAKERS:

José Luis Gutierrez-Miranda, Regional Representative, Mexican National Immigration Institute, MEXICO

Lorna Smith, Director, International Education, Mount Royal College, CANADA

Daniel Perrone, Chief, Visa Section, Consulate, US Embassy, USA

3:00 – 4:15 p.m.

**SESSION L: SONA**

Orquídea

4:30 – 5:30 p.m.

**PLENARY SESSION**  
**“Future Trends: Careers and Competencies for our Knowledge-Based Societies”**



Las Flores

SPEAKER: Julio Millán, President, World Society for the Future, Capítulo Mexicano, MEXICO

COMMENTATOR: Thomas Wood, Past President, Mount Royal College, CANADA

MODERATOR: George Mehaffy, Vice President, American Association of State Colleges and Universities (AASCU), USA

5:45 p.m. – 6:30 p.m.

**“CONAHEC 101” Information Session**

Azalea

Would you like to learn more about CONAHEC and the benefits of membership? Join us for this information session where staff will be present to talk about the consortium and its programs. New and potential members are encouraged to attend.

FACILITATOR: Richard Jonsen, Past Executive Director of WICHE and Membership Consultant to CONAHEC, USA

7:00 p.m.

**Transportation to Awards Dinner**

Fiesta Americana Lobby

7:15 - 9:00 p.m.

**Awards Dinner**

City Hall of Zapopan

*Co-hosted by the Universidad Autónoma de Guadalajara and the Office of the Mayor of Zapopan.*

WELCOME BY: Arturo Zamora, Mayor of Zapopan and Antonio Leaña Alvarez del Castillo, President, Universidad Autónoma de Guadalajara

Join us at our gala awards dinner where we will bestow two CONAHEC awards to two very deserving individuals. CONAHEC's "Award of Distinction" acknowledges the achievements and contributions of persons or organizations involved in international higher education in Canada, Mexico, or the United States, and whose involvement has demonstrated substantial and effective contributions to the goals of North American higher education integration, collaboration, and leadership.

Named on behalf of Manuel T. Pacheco, former president of the University of Arizona, the "Pacheco Award" acknowledges his work and effort in promoting CONAHEC and its trilateral educational focus. This award is given to an outstanding individual from Mexico, Canada, or the United States who has demonstrated exceptional achievement and contribution to the development and progress of CONAHEC, its mission, and in meeting its program objectives.

ENTERTAINMENT: Music provided by the chamber orchestra "Camerata de Zapopan." In addition, "Tecaloxuchitl," a folklorical group of students and graduates of the Autonomous University of Guadalajara, will model colorful traditional outfits worn in the various indigenous regions of Mexico.

**Friday, March 19**

7:45 a.m. - 5:00 p.m.

**CONAHEC and SONA Registration and Information**

Bugambilia

Open all day

**Networking and Meeting Suite**

Gardenia

Open all day for small, informal meetings and networking.

8:00 a.m. - 9:00 a.m.

**Breakfast**



Las Flores

*Co-hosted by Universidad Tecnológica de Jalisco and Universidad del Valle de Atemajac.*

WELCOME BY: Sergio Barrera-Elizondo, President, Universidad Tecnológica de Jalisco and Guillermo Alonso-Velasco, Executive President, Universidad del Valle de Atemajac

9:00 a.m. - 10:00 a.m.

**KEYNOTE**

**"North America's Second Decade: An Agenda for Convergence and Higher Education"**



Las Flores

SPEAKER: Robert A. Pastor, Vice President of International Affairs, American University, USA

MODERATOR: David Marshall, President, Mount Royal College, CANADA

10:00 a.m. - 11:00 a.m.

**"Internationalizing Institutions Through Information Technology"**



Las Flores

SPEAKER: Sally Johnstone, Executive Director, Western Cooperative for Educational Telecommunications (WCET) at the Western Interstate Commission for Higher Education, USA

MODERATOR: Tonatiuh Bravo-Padilla, Executive Vice President, Universidad de Guadalajara, MEXICO

11:00 a.m. - 11:30 a.m.

**Networking Break**

Foyer Las Flores



MODERATOR: Araceli Partearroyo, Director of Academic Programs, US Embassy in Mexico

- **“Cégep Technical Colleges in Quebec: Partners for Internationalization”**

PRESENTER: Evelyne Foy, Director General, Cégep International

Trained technicians are critical to North America’s economic prosperity. In our world economy, our technicians also need cross cultural and language skills to be able to work abroad. The Cégep (Collège d’enseignement général et professionnel) is the first level of higher education in Québec, leading either to university or employment in a technical profession. Cégeps are equivalent to community and technical colleges in the United States and the rest of Canada, as well as to the *universidad tecnológica* (UT) in Mexico. Several Cégeps have internationalized their programs and have arranged internships for their students and instructors. Numerous programs now offer international profiles—some focused on the Americas—in areas such as computing, tourism, marketing, and transportation. Cégep representatives will describe some of their international initiatives and will encourage their American and Mexican colleagues to join them in partnerships with Cégeps in Canada.

- **“Malaspina University College’s Model for International Education”**

PRESENTER: Bronwyn Jenkins, Dean of International Education, Malaspina University College

The financial incentive to bring international students to Canadian campuses is compelling, but institutions also try to balance the economic imperative by providing opportunities for Canadian students and faculty to engage in international activity, both at home and abroad. Malaspina University College’s model for international education involves strategically reinvesting the funds generated from international students and projects to fund a variety of international activities, including internationalization of the curriculum, study abroad, faculty and staff mobility, international exchanges and services for both international and Canadian students.

MODERATOR: Marianne Craven, Operations Manager, Office of Academic Programs, U.S. Department of State

- **“US-Mexico Funding Initiatives for Higher Education that Promote Economic Development”**

PRESENTER: Charlie Koo, Senior Program Associate, Association Liaison Office for University Cooperation in Development (ALO)

The presenter will share results of several US-Mexico higher education partnerships and discuss how these collaborations have helped bolster institutional capacity and local economic development. The partnerships to be discussed are all recipients of seed grants from the Association Liaison Office for University Cooperation in Development’s (ALO) Institutional Partnership Program. Particular attention will be given to the Training, Internships, Exchanges, and Scholarships (TIES) Initiative, which focuses on spurring social and economic growth in Mexico by strengthening higher education institutions through education programs, scholarships, and university linkages. In cooperation with the US Agency for International Development (USAID), ALO will support up to 35 sustainable institutional linkages between higher education institutions in the US and Mexico through TIES. The presenter will also give a brief overview of ALO’s mission and grant competitions.

- **“CONAHEC’s Borderlands Grants Program”**

PRESENTER: Francisco Marmolejo, Executive Director, CONAHEC

The presenter will discuss CONAHEC’s US-Mexico Borderlands Collaborative Grants Competition, which is part of CONAHEC’s Border PACT network. The grants program was created to increase the involvement of higher education institutions on both sides of the border as they engage in collaborative binational projects. The seed money is awarded to projects that focus on academic and border community development in the areas of health, education, environment, and economic and community development. The grant competitions are made possible through the generosity of the William and Flora Hewlett Foundation and The Ford Foundation. CONAHEC will accept proposals from March 18 to May 15, 2004. Any member institution of CONAHEC is eligible to apply for funding, regardless of their geographic location. The presenter will discuss the requirements for applicants and describe projects from past grant competitions.

MODERATOR: Luis Olmos, Executive Director, FIMPES

- **"Accreditation of Higher Education Institutions in the U.S. and Options for Mutual Degree Recognition"**

PRESENTERS: Alfredo de los Santos, Research Professor, Hispanic Research Center, Arizona State University and Raul Cardenas, Professor Emeritus, Maricopa Community Colleges

The presenters of this session are seasoned practitioners in accreditation and international education. They will discuss the system of accreditation for institutions of higher education in the United States and possible options for mutual recognition of degrees across boundaries in the North American region.

- **"The Growth of Cooperative Biomedical Engineering Programs and Strategies to Increase Their Academic Credit Transferability and Degree Recognition across North America"**

PRESENTER: Christopher Druzgalski, Professor, California State University; Zahra Moussavi, Assistant Professor, University of Manitoba; and Marco Antonio Reyna, Researcher, Universidad Autónoma de Baja California

Proliferation of new technologies, increasing integration of our health care systems, and North American trade in the area of medical devices call for ongoing coordination of health-related academic programs. This presentation will focus on specific case studies and courses/programs involving biomedical and clinical engineering, and will also include applicable technician/engineer-level professional certification aspects in specific areas of engineering.

- **"Towards the Achievement of Global Professional Standards and Mobility: A Case Study of Actuaries"**

PRESENTER: Fred Szabo, Department of Mathematics and Statistics, Concordia University

This talk is based on the research conducted for presenter's new book, "Actuaries' Survival Guide" (Elsevier Academic Press, 2004). The presentation focuses on the actuarial profession as a model for achieving global professional standards and mobility. The presenter will describe how existing reciprocity agreements facilitate actuarial mobility, and illustrate how cooperative education programs in Canadian universities enhance global quality assurance. He will conclude by commenting on the emergence of uniform standards and the portability of university and professional credentials in the European Community.

MODERATOR: Arturo Borja-Tamayo, Executive Director, US-Mexico Commission for Educational and Cultural Exchange (COMEXUS)

- **"Experiences in North American Faculty Mobility"**

PRESENTERS: Duane Bratt, Professor, Department of Policy Studies, Mount Royal College; and Robert A. Pastor, Director, Center for North American Studies, American University

Presenters will discuss American University's first six-week summer institute (2003), "Discovering North America," dedicated to promote understanding of North America. The program involved faculty and students from all three countries. Highlights will include the benefits and challenges of faculty and student mobility and their different dynamics, curriculum development for North American studies centers, and the creation of such a center at American University.

- **"Understanding the Concept of North America: UNAM's Pioneering Role Through its Center for Research on North America (CISAN)"**

PRESENTER: Silvia Núñez-García, Academic Secretary, Center for North American Studies (CISAN), Universidad Nacional Autónoma de México

The presenter will share the background and goals of CISAN, a pioneer institution in North American Studies which has been in operation for more than 15 years at the National Autonomous University of Mexico. She will outline CISAN's interdisciplinary approach and describe its various research areas and projects. She will also address CISAN's interest in enhancing its faculty exchange program. Finally, she will discuss the crucial role that colleges and universities play in expanding our common knowledge base about the North American region.

MODERATOR: Gerald Ingersoll, Principal, New Brunswick Community College-St. Andrews

- **“Promoting the Creation of a Software Development Cluster: Opportunities for Online Technology Skills Transfer”**

PRESENTER: Louise Kelly, Professor, USI College of Business, Alliant International University

Alliant’s exciting cross-border initiative links universities, a chamber of commerce, businesses and vocational students outside of the traditional university system—all with the goal to increase the level of entrepreneurship in Mexico. The program focuses on developing information systems technology (IST) abilities both in the students as programmers (supply side) and in the entrepreneurs as integrators (demand side) of this technology in their businesses. The presenter will discuss their innovative redesign of technology transfer programs to better meet the needs of small- and medium-sized businesses in Mexico. This program has been implemented in conjunction with CETYS Universidad in Mexico and is funded by CONAHEC as a part of its Border PACT Initiative.

- **“New Brunswick’s Experience in Certification of Forest Workers: A Case for More Non-Traditional Skills and Knowledge Training”**

PRESENTER: Mark Standring, Program Manager, New Brunswick Community College - Miramichi (NBCC)

The forest industry accounts for over 800,000 Canadian jobs. New Brunswick is a national leader in forestry and environmental standards certification. New Brunswick Community College, in partnership with the New Brunswick Forest Sector, initiated forest worker training to meet various standards of certification in 1997. Since then, the program has been ISO, SFI, and CSA certified. The presenter will share NBCC Miramichi’s experience in achieving these standards and ways others might replicate this program. NBCC Miramichi will deliver in excess of \$2 million Canadian of training annually, graduating forest workers who are the best trained and certified in North America.

- **“New Strategies for International Certification in Mexican Technological Universities and U.S. and Canadian Community Colleges”**

PRESENTERS: Efrén Vega-Simont, Professor, and Luis Felipe Pérez-Hidalgo, Professor, Universidad Tecnológica de Puebla

Integration of our regional economies drives the need to establish equivalencies of academic programs offered by Mexican technological universities and U.S. and Canadian community colleges. Presenters will describe their experience using a model that the Technological University of Puebla developed in partnership with a community college in the state of Iowa. Their criteria for equivalencies uses a “labor competency model” as its basis. Their collaborative effort led to the development and implementation of the first classification system for the certification of competencies of various associate degrees.

**LUNCHEON PRESENTATION****“Beyond NAFTA: The FTAA and its Implications for Higher Education in the Americas”**

*Sponsored by ITESM, Campus Guadalajara.*

WELCOME BY: Sergio Martínez Flores, President, ITESM, Campus Guadalajara

SPEAKER: Victor Arredondo, President of the Board of Directors, InterAmerican Organization for Higher Education, and President, Universidad Veracruzana

2:45 - 4:00 p.m.

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**PANEL PRESENTATION**

**"Innovative Research and North American Integration"** 

Las Flores

**SPEAKERS:**

David Strangway, President and CEO, Canada Foundation for Innovation, CANADA

Silvia Alvarez-Brunelière, Deputy Director for Scientist and Technologists Training, Consejo Nacional de Ciencia y Tecnología (CONACYT), MEXICO

Raul (Roy) E. Chavera, Executive Director, Oceans, Environment and Science and Technology, US Department of State, USA

MODERATOR: Enrique Blancas de la Cruz, President, CETYS Universidad

4:00 - 4:30 p.m.

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**Networking Break**

Foyer Las Flores

4:30 - 5:15 p.m.

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**CLOSING SESSION**

**"Internationalization of North American Higher Education: Issues and Challenges"** 

Las Flores

**SPEAKER:** Madeleine Green, Vice President for International Initiatives and Director of the Center for Leadership Development, American Council on Education (ACE), USA

**COMMENTATOR:** Jocelyne Gacel de Avila, Coordinator of Academic Cooperation, Universidad de Guadalajara, MEXICO

**MODERATOR:** Evelyne Foy, Director General, Cégep International, CANADA

5:15 - 5:45 p.m.

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**Closing Remarks** 

Las Flores

- José Trinidad Padilla López, Rector de la Universidad de Guadalajara, MEXICO
- Salvador Malo, Presidente del Consejo de Directores, CONAHEC, MEXICO
- Luis Guillermo Martínez Mora, Secretario de Educación del Estado de Jalisco, MEXICO

6:30 p.m.

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**Transportation to Closing Dinner**

Fiesta Americana Lobby

7:15 - 9:30 p.m.

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**Closing Dinner**

Tequila, Jalisco

*Co-sponsored by the Universidad de Guadalajara and Tequila Cuervo and Mundo Cuervo.*

We will spend a fun evening at the Hacienda Tequila Cuervo located in the town of Tequila, just outside of Guadalajara. We will take a quick tour the distillery just before we sit down to eat. Afterwards, the Universidad de Guadalajara's internationally acclaimed Ballet Folklórico, will delight participants during this magical evening. The troupe travels extensively, performing in 24 countries every year. They are celebrated for their exceptional interpretive work as well as their research and preservation of Mexican culture. The ballet of 30 dancers and 24 voices has been in operation for over 33 years. For more information, visit <http://www.ballet.udg.mx>.

The Hacienda is located at:  
Tequila Cuervo y Mundo Cuervo  
Destileria La Rojeña  
Calle Jose Cuervo 73  
Tequila, Jalisco

# Saturday, March 20

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9:00 a.m. - 12:00 p.m.

## POST CONFERENCE WORKSHOPS ON INTERNATIONALIZATION

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### Internationalizing Higher Education Curricula

Azalea

- Jocelyne Gacel de Avila, Coordinator of Academic Cooperation, Universidad de Guadalajara, MEXICO  
The presenter will briefly draw the organizational and programmatic framework required to internationalize the curricula at higher education institutions. The group will then debate the challenges and benefits of international curricular reform. The presenter will have the group examine several examples of international curricula in detail. Finally, the group will discuss the benefits that students derive from an international education, and its role in enhancing the cognitive skills that students must acquire to achieve global competency.

### Internationalizing Your Campus

Margarita

- Madeleine Green, Vice President for International Initiatives and Director of the Center for Leadership Development, American Council on Education (ACE), USA  
This interactive workshop will focus on developing an institutional strategy for internationalization. Participants will discuss the major rationales for internationalization at their institutions and the factors contributing to or impeding the process, such as the external environment, leadership and faculty support, student interest, and policies and practices. The presenter will describe a process for conducting an "internationalization review" as a component of strategy development.

8:45 a.m. - 4:00 p.m.

## SATURDAY NETWORKING EXCURSIONS

Fiesta Americana Hotel Lobby

Meet new counterparts and colleagues as you discover Guadalajara and its surrounding areas! Tours depart at 9:00 a.m. from the hotel lobby and will return at 4:00 p.m. The price of the tour includes transportation and a tour guide; participants are responsible for their own lunches. We strongly encourage you to take full advantage of this informal setting to connect with new partners for your institutional projects!

### Guadalajara's Historic Center

Guadalajara is known as the "Pearl of the West" or the "City of Roses" and renowned for its mariachis. The Historic Center, located in the heart of downtown Guadalajara, offers an excellent example of Spanish colonial architecture and planning. Included in this tour are visits to all the most important and interesting sites: the Metropolitan Cathedral, the Plaza Tapatia, the state Palacio de Gobierno, the Instituto Cultural Cabañas and its famous murals by José Clemente Orozco, the Teatro Degollado, and the colorful Mercado Libertad. The tour ends with a visit to nearby Tlaquepaque, well known as a center for pottery and local crafts. The commercial center is popular among tourists for its outstanding shops and boutiques. Cost: \$30 USD

### Excursion to the Town of Tequila

Just as France is known for its champagne and cognac, so Mexico is famed for its native elixir, tequila. Tequila is also the sleepy town located 55 kilometers from Guadalajara that lent the potent drink its name. Jalisco is the land of the blue agave from which tequila is made. Participants will learn about the modern and traditional manufacturing methods of Mexico's most celebrated national drink. In addition to visiting the distilleries, participants will experience the extraordinary beauty of this mystic landscape whose soil nurtures the famous Blue Agave Tequilana Weber plants. Cost: \$35 USD

NOTE: An additional fee is required to participate in these not-to-be-missed excursions.

**Conference adjourned.**

# Acknowledgments

CONAHEC would like to express its gratitude to the members of the Program Committee, the Local Committee, and the Board for their contributions to the conference:

## Program Committee

- José Trinidad Padilla-López, Rector, Universidad de Guadalajara (Chair)
- Jocelyne Gacel de Avila, Coordinator, Academic Cooperation, Universidad de Guadalajara (Vice Chair)
- Arturo Borja-Tamayo, Executive Director, US-Mexico Commission for Educational and Cultural Exchange (COMEXUS)
- Paul Brennan, Director of Corporate and Community Relations, Association of Community Colleges of Canada (ACCC)
- Jorge Luis Ibarra-Mendivil, Executive Secretary General, Mexican National Association of Universities and Higher Education Institutions (ANUIES)
- Gerald Ingersoll, Principal, New Brunswick Community College - St. Andrews
- Judith Irwin, Director, International Programs and Services, American Association of Community Colleges (AACC)
- Jaime Gutierrez, Assistant Vice President, Community Relations, University of Arizona
- David Longanecker, Executive Director, Western Interstate Commission for Higher Education (WICHE)
- Salvador Malo, Director General, Centro Nacional de Evaluación para la Educación Superior (CENEVAL)
- Karen McBride, Vice President, Association of Universities and Colleges of Canada (AUCC)
- Robert Pastor, Vice President of International Affairs, American University
- Barbara Turlington, Director of International Education, American Council on Education (ACE)
- Lorna Smith, Director, International Education, Mount Royal College
- Charlotte Young, Co-president, Student Organization of North America (SONA)

## Local Committee

- Jocelyne Gacel de Avila, Coordinator, Academic Cooperation, Universidad de Guadalajara (Chair)
- José Luis Arreguín-Romero, Director of International Programs, UAG
- Raúl Rodríguez-Ramírez, Director of Internationalization, UNIVA
- Miguel Ángel Montoya-Bayardo, Director of Internationalization, ITESM Campus Guadalajara
- Sagrario Domínguez, Director of International Relations, SEP Jalisco
- Patricia Malfavón, Coordinator of International Relations, Ayuntamiento de Zapopan

## CONAHEC's Board of Directors

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  - Daniel Guay, Associate Director, International Office, Université Laval
  - Gerald Ingersoll, Principal, New Brunswick Community College - St. Andrews
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  - Mark Lusk, Associate Provost, University of Georgia - Athens
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